

CASE STUDY

CLIENT:	UCC Australia
INDUSTRY:	Distribution
LOCATION:	Australia
PRODUCT SUITE:	EXO Business
MYOB ENTERPRISE PARTNER:	Indivia

Australia-wide distributor for Kodak finds a way to make business more predictable.

Overview

Formerly the Universal Clearance Company, UCC was set up in 1996 to help companies like Kodak, Nestle and Kraft solve their surplus inventory problems.

In 1997, UCC started distributing Kodak Extra Heavy Duty and Alkaline batteries to stores like Big W. Soon after, they became the exclusive Australian and New Zealand licensee for Kodak Media Products.

Last year, UCC cemented their relationship with Kodak by becoming a major retail distributor across Australia.

But with a wider retail network comes an increase in customers, orders and stock. Without the right visibility on sales and inventory, that increased volume becomes very hard to manage.

Needing more flexibility

UCC had been using MYOB Premier for their general accounting needs for the best part of 15 years.

It was a great system, according to Guy Dallimore, General Manager at UCC - "simple and easy to use for a small company.

"But over time, we found it just wasn't flexible enough to allow for dramatic increase in business. So we started looking at other products."

Looking for the right fit

UCC considered a number of well-known systems including SAP One and Microsoft Dynamic, but none was quite right.

According to Dallimore, "Most were really bigger than we needed - not to mention much more expensive".

So they chose Premier's big sister, EXO Business (EXO).

Appreciating the bigger picture

"EXO had a lot going for it," says Dallimore.

"At first glance, it seemed easy to use," he says.

"It is SQL-based based too, which means it's not only expandable - it has robust search options. On top of which, EXO is cost effective as a package."

But there were other considerations too. UCC wanted to be sure they had the right company on board to customise the system, train staff and provide support once everything was in place.

"The last thing we wanted was to go through the motions of installing a brand new system, only to be left high and dry not knowing how to use it," says Dallimore.

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“So we took the time to find the right EXO-specialist.”

The presence of a good partner

UCC found EXO-specialists Indivia after a trawl of the web for local implementers. They now credit them with much of the success of the new system.

“It’s fair to say Indivia were pretty influential in our decision to go with EXO,” says Dallimore.

“They really were exceptionally good,” he adds, saying, “we would – and have – recommended them.

“From the outset, they were interested and motivated, leading us through our requirements one-by-one – making sure they had a sound understanding of our business and our needs.”

Since then, Indivia have been available “for all the usual frustrations with a new system”.

Shaping Exo to your benefit

Testament to Indivia’s presence before and after go-live, most staff have got to grips with EXO well.

There were a handful of teething issues in the early weeks, admits Dallimore, but these were queried, explained and resolved quickly.

Over and above the standard package offered by EXO, UCC needed specific customisation in the guise of several special reports and forms.

One such tweak was to enable UCC to import CSV files into EXO from EDI programs automatically. This now happens multiple times a day without any manual intervention whatsoever. The process is simply initiated by an incoming order from a retailer, which means data is transferred to EXO instantly, without any input errors.

The key improvements

Dallimore is quick to cite management visibility as one of EXO’s strongest features.

“We get much higher visibility through our reports on stock and sales – which means we know at all times

exactly how much stock we have available, and where it’s being housed. We also know at a glance how many units we’ve shifted in a day, week or month – and who our biggest customers are,” he says.

“We can break things down by almost any variable,” says Dallimore, “by products, SKUs – even sales staff. There’s great depth.

“Exo doesn’t just show you what’s happened in the past either. Using our stock forecast report, we can predict sales in the future. Knowing this helps us to ensure we have the right levels of stock available, which cuts down on customer wait time.

“Errors are more visible too – and easier to resolve,” Dallimore adds.

Invaluable intelligence now and in the future

Asked whether he thinks EXO is particularly suited to a type of industry, Dallimore replies, “not especially. It’s ideal for any standard buy and sell business like ours.

“That said,” he continues, “we have a lot of rebates and scan-downs that need to be recorded, deducted and balanced and EXO does that really well.”

So what about EXO’s most significant contribution?

“With fewer errors and better access to data, EXO’s clearly saved us time,” says Dallimore.

“The system’s made life more predictable and reliable too, which helps us manage things more efficiently on a day-to-basis.

“Above all though,” he concludes, “EXO’s given us in depth insight into all corners of our business – and that’s invaluable intelligence to have, both now and in the future”.

Client and Enterprise partner details

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